



# Digital Engagement Services

## Extending Your Team's Capabilities

Government work is harder than ever. Your agency faces rising citizen expectations, a growing need for targeted public engagement and increased demand for results. On top of this, budgets are shrinking and staff are often stretched thin with inadequate training to fulfill all of their responsibilities.

The Granicus Digital Engagement Services team understands your challenges and is ready to help. We are a strategic team of communication experts delivering bigger programmatic impact with faster results at a lower cost.

## Driving Awareness to Action

Our team of communication experts, content writers, digital designers and business intelligences analysts can provide on-demand and ongoing support throughout the lifetime of your outreach projects. Whether you are looking to grow your digital audience or analyze and improve the results of current initiatives, we can help you meet and exceed your goals.

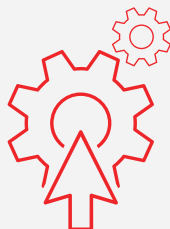
Let our digital engagement experts serve as an efficient and effective extension of your staff and resources.

## Empowering a Modern Digital Government



### Capture Audience

- Leverage GovDelivery Network of 185 M+ citizens and 4,000 clients
- Expand target audiences across multiple channels



### Manage Engagement

- Develop comprehensive digital strategy and messaging
- Execute full-service outreach initiatives



### Maximize Impact

- Optimize solution and enhance usage
- Report performance across programmatic engagement



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## Michigan Department of Education

**Challenge:** Raise participation for the Meet Up and Eat Up free summer meals program

**Solution:** Target individuals with families across the GovDelivery Network of 4.5 million Michigan citizens. Execute strategic email and text message campaign with A/B testing techniques, to provide information about availability and locations

**Impact:** More than 3.6 million meals were served in 2016, up from 3.1 million in 2015

## U.S. Department of Veterans Affairs

**Challenge:** Inadequate healthcare due to disparate paper medical records causing barriers to holistic health service

**Solution:** Strategic email outreach campaign to promote participation in digital health transformation initiative, through target audience analysis, enhanced segmentation and A/B testing

**Impact:** Educate over 6.5 million Veterans on the value of the "Connect your Docs" initiative



## Met Office (UK)

**Challenge:** Promote underutilized Met Office Weather App to strengthen citizen-customer experience

**Solution:** Deploy website overlay and leveraged GovDelivery Network to rapidly grow the Met Office audience. Execute strategic outreach campaign with compelling messages and A/B testing

**Impact:** Drove more than 21,000 visits to the app stores and resulted in 11,000 new downloads; resulting in enhanced engagement

